

CGSA
(same size ad: \$300.00)

the 1986 Concordia Student

HANDBOOK

Year-round circulation
25,000 students
FREE

Who

will you reach with the Handbook?

- * a 131 million dollar market for Montreal goods and services
- * a market of 25 000 Concordia University students located on two major campuses (downtown and westend)
- * young and active consumers forming life-time consuming habits

content and refer to it throughout the entire school year

- * the Handbook's new convenient agenda format means your advertisement receives excellent exposure
- * it's inexpensive. A half-page ad will reach more than 20 000 students at a cost of less than .02 cents per reader

What

are these students looking for?

- * bars and restaurants
- * clothing
- * personal care products
- * sports and leisure equipment
- * automobiles and accessories
- * electronic hardware and software
- * stereos, televisions, and VCRs
- * books, magazines, records, films
- * recreational activities
- * your goods or services



Why

is advertising in the Handbook your smartest investment?

- * the 18,000 copies of the Handbook are quickly grabbed up by Concordia students and staff through 12 conveniently located distribution points in August and early September
- * students value the Handbook's informative and entertaining

The Student Market

Looking for a good place to invest your advertising dollars? Why not try the Concordia University Student Handbook?

- * Concordia students will be spending more than 131 million dollars on goods and services this year.
- * Half of Concordia's student population are under 25 and the consuming habits they are developing now are likely to stretch far into the future.
- * One third of these students will be new to Concordia and will be looking for goods and services to meet their needs.
- * Reach this large and important market through an effective and inexpensive ad in the Handbook.

Facts about the Quebec student market

Average Issue Readership

Flare	7.6
Maclean's	11.6
Time	25.9
Chatelaine	23.0
TV Guide	24.0
Campus Publications	78.3
Daily Newspapers	74.3

Age and Number of Concordia Students (1983-84)

16-19	1,160
20-24	11,829
25-29	5,159
30-34	2,785
35-39	1,802
40-44	1,031
45 plus	1,407
total no. of students:	25,000

average age: 27

Student Leisure Activities

Jogging	60%
Tennis	63%
Photography	50%
Movie-going	93%
Skiing	50%
Regular Bar customers	55%

These figures are based on the Campus Survey published by Campus Plus of Toronto and the Concordia University Statistics Book 1983-84.

rates

size	agate lines	price
full-page	200	\$300.00
half-page	100	150.00
third-page	60	90.00
quarter-page	50	75.00
sixth-page	30	45.00

* spot colour available

* special placement extra

* for information on other prices, please contact our sales office.

specifications: column width: 1.75"
 page depth: 7"

terms: 50% downpayment

balance due after receipt of proof of insertion

5% discount for full payment

deadline: June 12, 1986.

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THE HANDBOOK

published by

the Concordia University Students' Association Inc.

(some size add: \$150.00)

Representing 25,000 full and part-time
students at the Loyola and Sir George Williams
campuses.



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